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USPATENT-AMEND

MAR 16 2005

PATENT  
Attorney Docket No. 99-836 RCE1

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
James Howard DREW et al. ) Group Art Unit: 3623  
Application No.: 09/593,118 ) Examiner: Robinson Boyce, Akiba K  
Filed: June 13, 2000 )  
For: A METHOD FOR EVALUATING ) Confirmation No.: 5555  
CUSTOMER VALUE TO GUIDE )  
LOYALTY AND RETENTION )  
PROGRAMS )

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

This paper is responsive to the Office Action mailed November 17, 2004—the period for response having been extended to March 17, 2005, by a Petition for Extension of Time of one (1) month and fee payment—and demonstrates that the application is in condition for allowance.